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ANALYSIS OF AGROTURISTIC SECTOR AFTER FIRST NATIONAL RURAL DEVELOPMENT PROGRAMME (2007 - 2013)

DUMITRU EDUARD ALEXANDRU¹, PETRE LAURENȚIU IONUȚ²

Summary: *We can say that one of the main problems of the Romanian rural area is the high levels of poverty recorded among people in rural areas, where the main activity is agriculture of subsistence and semi-subsistence. Another problem is the state of infrastructure in the area, lack of utilities (water/sewer), is a problem that affects their quality of life and where the main problem raised by local authorities is the lack of funds.*

A solution that can help mitigate these problems of Romanian rural area can be the diversification of agricultural activities into non-agricultural activities. Considering the growing demand of the population for leisure in remote areas that are protected from pollution sources, and the increasing number of the Romanian population who prefer to migrate to rural areas, abandoned "parental" houses and willing to return periodically in such an environment, agro hostels would be an important factor for the economic recovery of rural space, generating new jobs, sources of revenue for municipalities in the area, but also to stop the phenomenon of migration young especially in the rural area to urban centers.

However foreign tourists, with a promotion indirect (Prince Charles) are tempted by these areas in Romania, where accommodation prices are much lower compared to other regions in Europe with a tradition in the sphere of agro recognized for years but also landscapes and areas which were not affected by the development era in which we live.

Keywords: *agrotourism rural tourism units, rural area*

INTRODUCTION

According to the official definition given by the World Tourism Organization, but also by other European rural tourism, it is considered that rural tourism is a form of tourism that includes any tourist activity organized and managed in rural areas by the local population, exploiting resources local tourist posed by natural, historical or cultural-human and amenities, tourist structures, including hostels and agritourism farms.

Rural tourism at the European level, began to take shape in 1990 with the establishment EUROGITES - European Federation of Rural (Tomar - Portugal), who was busy running the network of rural tourism in Europe.

Nationally, rural tourism has begun to operate especially after 1993, when Romania joined as a member EUROGITES and the first steps to encourage this form of tourism culminated in the creation of a legal framework for the mountainous area, the Danube Delta, the Black Sea coast, when they tried to create the first condition relating to electricity, sewage, drinking water and eliminating taxes on this deal for households that have 3-20 rooms and by setting up a body to advise the network of farms included in rural tourism.

Romania, which enjoys a temperate continental climate with four seasons and in addition to the possibility of cultivating a broad spectrum of plant species (such that agriculture is an important sector in the share of GDP of the country), in conjunction with landforms existing form Romania to have countless opportunities to develop tourism sector, but also of the agritourism.

There are documents attesting to the emergence of tourism in Romania since ancient times by famous Herculane resort, Ocna Sibiu, Sovata and more.

National Rural Development Programme (RDP) was a significant impetus for development rather Romanian countryside, by appearance and agro tourist accommodation units. By far 313 - Encouragement of tourism activities were contracted over 1.200 projects totaling 174 million euro, where the amount actually paid in the amount of these projects was 138 million euro, giving priority area agro related leisure services.

Under Measure 313 - Encouragement of tourism activities can be carried out construction, modernization, expansion and equipping of tourist reception namely agri-tourism that should not have

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more than 8 rooms, and the travel with functions of tourists who had to provide for a maximum of 15 cameras.

Also investments in agro-tourism (the tourist accommodation) required to achieve a minimum standard of quality of a daisy. Agrotourism establishments also had to provide the methodology and other agricultural activities which involved contact with housework and providing tourist partial food from local produce.

MATERIALS AND METHODS

The research is based on information obtained from the processing of data distributed by the National Institute of Statistics, considering the number of accommodation units, especially agro number of arrivals and overnight stays in 2002, the emergence of SAPARD funds and 2015 being the last year for which information is available statistics on the issue under examination.

As defined tourist arrivals, it represents the number of tourists accommodated in tourist accommodation establishments comprising all persons (Romanian and foreign) traveling outside the communities in which they reside for a period longer than 12 months and staying at least one night a tourist accommodation in areas visited in the country; main reason for the trip is other than to carry out a paid activity in the visited places.

Also the definition of overnight travel is within 24 hours, starting at the hotel, for which a person is recorded in the space tourist accommodation and enjoys hosting account price paid, even during the actual stay lower range mentioned. They are considered overnight stays related to additional beds (paid by customers).

RESULTS AND DISCUSSION

The main problem of the Romanian rural area is the high level of poverty among the population, characterized by the fact that their predominant occupation is agriculture. High unemployment due to lack of jobs in these areas are a large part of the population live on welfare or "work day in the village". In rural areas, finding a job for males is more affordable than in the case of females, putting their work into account the fact that the jobs available require more than brute force, mostly from agriculture. According to the Law tourism, rural tourism is a form of rural tourism, organized and conducted in close relationship with the occupation of the inhabitants of rural areas - agriculture, livestock, crafts and other activities specific tourism activity is secondary to farming.

Also according to the law of tourism, central public administration authority responsible tourism (Ministry of Regional Development and Tourism) supports the development of rural tourism and rural tourism through a series of specific measures to promote rural tourism potential, provides information on tourism opportunities in rural areas and authorization of rural tourism and rural boarding houses, newly constructed through the certificate of classification.

According to art. 21 of the same law, tourist rural agro hostels and traditional homes must meet a minimum set of specific regulations in the field of veterinary and food safety. These regulations are drawn up by the central authority in the field of veterinary and food safety, in cooperation with the central government responsible tourism and adopted by order of the leaders of the two institutions.

Table no. 1.

Evolution of tourist accommodation units, depending on its type in the period 2002 - 2015

Types of tourist accommodation	Years													
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total	3338	3569	3900	4226	4710	4694	4840	5095	5222	5003	5821	6009	6130	6821
Tourism pensions	271	328	461	597	702	736	783	878	949	1050	1247	1335	1323	1527
Agrotouristic pensions	682	781	892	956	1259	1292	1348	1412	1354	1210	1569	1598	1665	1918

Source: Statistical data processing INSSE;

Analysing the number of establishments of tourist reception, depending on the type, between 2002 (the period in which they were introduced SAPARD) - 2015 (end of the first programming period of the RDP 2007-2013 and the start of the second period Software 2014 - 2020) we observed an increase in the total number of establishments of tourist reception, so if in 2002 the total number of structures was 3.338 at the end of 2015, their number has doubled reaching 6.821.

According to Table 1, number of rural tourism in 2002 was nearly three times higher than the boarding houses with a total number of 682, reaching the end of 2015 the difference between the two types of tourist accommodation is no longer so significant. Thus tourist pensions totaled 2015 a total of 1.527 units, representing only 79.6% of the total number of rural tourism.

Table no. 2.
Evolution of tourist accommodation units, depending on the category of comfort during 2002 - 2015

Types of tourist accommodation structures	Classification	Years													
		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
		U.M: Number													
Total	Total	3338	3569	3900	4226	4710	4694	4840	5095	5222	5003	5821	6009	6130	6821
	5 star	8	10	10	14	53	20	55	57	65	78	100	105	105	85
	4 star	100	125	168	219	251	231	244	301	337	395	438	472	494	558
	3 star	362	427	584	830	990	870	913	1098	1295	1611	1890	2031	2117	2448
	2 star	1323	1479	1661	1780	2084	1209	1222	1237	1200	1150	1252	1256	1218	1293
	1 star	1052	1080	1057	1030	955	781	778	740	742	407	444	424	411	403
	5 flowers	:	:	:	:	:	10	10	12	10	13	15	15	20	19
	4 flowers	:	:	:	:	:	41	47	66	91	107	134	159	177	214
	3 flowers	:	:	:	:	:	238	252	389	434	490	713	769	837	1021
	2 flowers	:	:	:	:	:	865	929	835	727	539	647	597	579	607
1 flower	:	:	:	:	:	138	110	110	92	61	60	58	52	57	
Tourism pensions	Total	271	328	461	597	702	736	783	878	949	1050	1247	1335	1323	1527
	5 star	:	:	:	3	4	5	5	6	7	9	10	14	11	15
	4 star	12	19	28	44	54	56	64	81	90	100	110	131	136	161
	3 star	65	71	114	186	221	250	277	343	423	504	654	737	748	893
	2 star	160	194	254	295	326	364	377	387	373	372	414	394	368	404
	1 star	33	43	64	69	70	61	58	59	53	64	58	58	57	52
Agrotouristic pensions	Total	682	781	892	956	1259	1292	1348	1412	1354	1210	1569	1598	1665	1918
	5 flowers	:	:	:	:	7	10	10	12	10	13	15	15	20	19
	4 flowers	2	5	18	22	33	41	47	66	91	107	134	159	177	214
	3 flowers	52	64	89	142	192	238	252	389	434	490	713	769	837	1021
	2 flowers	449	519	597	652	906	865	929	835	727	539	647	597	579	607
	1 flower	179	193	188	140	121	138	110	110	92	61	60	58	52	57

Source: Statistical data processing INSSE;

If at the end of 2002, the total number of accommodation facilities are classified in category 5 star almost zero (only 8 such units) due to demand these types of services at the highest level, reached the 2015 number them to be 85, representing an increase of 9.4 times compared to 2002.

Regarding agro hostels, the emergence of structures classified to 5 flowers/daisies data from 2006, when only 7 units existed, reaching a number of 19 at the end of 2015. Out of 1918 agrotourism establishments, most are classified 3 flowers / daisies, accounting for 53.23% of the total.

Table no. 3.
Analysis of tourist accommodation capacity, depending on the category of comfort during 2002 - 2015

Types of tourist accommodation structures	Classif.	Years													
		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
		U.M: Locuri													
Tourism pensions	Total	4378	5670	8100	10910	12546	13429	14538	16653	18422	20499	25019	27325	27295	32051
	5 star	:	:	:	64	83	104	103	115	143	182	197	283	246	356
	4 star	224	406	587	940	1181	1305	1425	1797	2013	2296	2705	3134	3115	3744
	3 star	1267	1530	2479	4163	4492	4993	5776	7010	8645	10486	13892	15823	16184	19263
	2 star	2256	2908	3920	4594	5180	5941	6105	6536	6486	6682	7472	7322	6968	7930
	1 star	595	790	1078	1149	1229	1086	1099	1163	1079	840	740	741	720	721
Agrotouristic pensions	Total	6219	7510	9405	11151	14551	15448	16906	19783	20208	20683	27453	28775	30480	35188
	5 flowers	:	:	:	:	115	162	200	258	263	317	348	356	466	491
	4 flowers	20	58	303	418	612	747	878	1320	1752	2395	2886	3537	3912	4817
	3 flowers	596	812	1143	1962	2746	3519	4014	6500	7651	8906	13138	14286	15854	19371
	2 flowers	4397	5277	6485	7212	9625	9383	10424	10047	9246	8110	10270	9782	9504	9648
	1 flower	1206	1363	1474	1559	1453	1637	1390	1658	1296	955	811	814	744	861

Source: Statistical data processing INSSE;

Accommodation capacity at tourist guesthouses suffered from 2002 to 2015, a significant increase from 4.378 seats to 32.000 seats, where the largest share have places to stay in accommodation that are classified 3 stars, representing approximately 60% of their total number.

Regarding the accommodation capacity of rural tourism is distinguished also an upward trend so that in 2002 their number was 6.219, so that at the end of 2015 the total number of seats was 35.188, of which approximately 55% are classified 3 flowers/daisies.

Table no. 4.

Evolution of the number of arrivals of tourists in tourist accommodation structures in the period 2002 - 2015

Tipuri de structuri de primire turistică	Ani													
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
	UM: Număr persoane (mii)													
Total	4847	5056	5638	5805	6216	6971	7125	6141	6072	7031	7686	7943	8465	9930
Pensiuni turistice	126	163	235	310	363	451	478	412	406	479	586	653	704	899
Pensiuni agroturistice	64	89	149	170	217	288	357	325	289	360	447	501	549	672

Source: Statistical data processing INSSE;

The number of arrivals of tourists increased from year to year, so if among boarding houses in 2002 they were 126 thousand at the end of the year reached 899.000, and among the rural tourism units they have evolved from 64.000 in 2002 to over 670.000 in 2015.

It is noted that in 2015, the number of tourist arrivals to the pensions is around 33% more than in the case of rural tourism arrivals.

Tabel nr. 5.

Evoluția numărului de înoptări în structurile de primire turistică în perioada 2002 - 2015

Tipuri de structuri de primire turistică	Ani													
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
	UM: număr mii													
Total	17276	17844	18500	18372	18991	20593	20725	17325	16051	17979	19166	19362	20280	23519
Pensiuni turistice	232	307	460	599	734	927	959	813	802	928	1083	1197	1273	1664
Pensiuni agroturistice	144	225	321	365	459	592	743	673	604	741	906	996	1081	1368

Sursă: Prelucrare date statistice INSE;

In the case of the number of overnight stays in the establishments of tourists' reception period 2002 - 2015, the situation is similar, so both among boarding houses, and among the rural tourism units, evolution is an upward, from 232.000 overnight stays by the 1.6 million overnight stays in tourist guesthouses, ie from 144 thousand to 1.3 million overnight stays overnight stays in the case of rural tourism.

CONCLUSIONS AND RECOMMENDATIONS

Rural tourism and agro-tourism are economic activities which have developed significantly in recent years due to various factors, from the increase in demand for such services, represented the desire of tourists to escape from crowded cities and polluted, plus factors represented the premises for facilitating proper construction of these units, especially referring to the national rural development programs.

There must also be a balance between the development of this sector and between the environment, which may suffer adverse effects.

Most likely a development of this segment, represented by units agro would have a more significant impact on how the other establishments, as it engages multiple services outside the usual accommodation, improving the one eating through acquisition necessary food from its own farm and in this way meets the requirements of many customers.

The rural population would benefit from opening these businesses, creating jobs, both family members and the people of the village, town halls may have higher receipts from the local budget, which could contribute a more harmonious development of the village and helping to stop the migration of youth to urban centers, start looking for a job.

Contributing to the development of Romanian rural areas can be clearly and by building these agritourism accommodation, which is well suited for families in rural areas, where each family member can handle one specific activity.

The new National Rural Development Programme for the programming period 2014- 2020 provides people in rural areas, two sub-measure 6.2 - Support for the establishment of non-agricultural activities in rural areas, which are supported investments in creation of new non - agricultural, eligible farmers or members of households in rural areas and where support is granted in the form of two tranches worth EUR 70,000.

What was the second measure is 6.4. - Investment in the creation and development of non-agricultural activities, having mostly the same role as far as 6.2., but the amount of support may be up to 200,000 euros.

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